



# MAC FACTS

from

## Mac Help Desk

SUPPORT, SALES, TRAINING & SERVICE

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**a Macintosh Solutions Provider company**

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### *A Message from Dru*

Happy Birthday to us! Fourteen years old. Who'd have thought I be doing the same job fourteen years later! Thanks to all of you for your support over the years.



For those who didn't catch what went on at this installment of MacWorld (San Francisco), check out Newsline (see below) for the highlights.



Got TiBook? Got an old(er) Titanium G4 PowerBook? Want a new one? Want a new one with up to a \$700 trade-in discount. This is a limited time offer from Apple. Go here for more info - <http://docs.info.apple.com/article.html?artnum=86643>



Identity Theft is on everyone's mind today. Here are some common sense steps to take to prevent having your identity stolen and what to do if you find it has been. Go here - <http://www.machelpdesk.com/idtheft.pdf>



Besides the article on Identity Theft, we've also added an article written by, would you believe it, Courtney Love (the rock star!) where she takes on the RIAA [Recording Industry of America, the Record Label lobbyists (or bullies, depending on who you talk to)], and a great web link to St. Monica's School where they discuss whether Macs or PCs should be in schools, and why. Here's the site - <http://www.machelpdesk.com/page6a.html>. Scroll down to 'Macs vs. PC' for St. Monica's.



As many of you know, I'm in a band, [LoveSong](#). If you're free on Saturday, January 17<sup>th</sup>, we're playing at the 'Coffee Haus' in Plano (15<sup>th</sup> Place & Plano Rd). 8 pm - 10 pm. No cover. Come on by and I'll even buy you a cup of joe.



If you have no stress in your life, stop reading here. If, on the other hand, you have just a wee bit of stress in your life, I have something that will help. It's called a *Chi Machine* and it really works! Go here for more info - <http://www.chimachine.us/chi.html>. Want a free demo? Call me at 972-783-9790. Demo free, stress free. What could be better?



## Font features you should know about

by Will Robertson

Okay, here's something that's a little close to my heart at the moment and I think is entirely undervalued by most people. I'm talking about the letters you're reading right now. Well, not the specific letters, but fonts in general.

Mac OS X supplies its owners with many rich and high-quality typefaces. When I say typeface, I'm speaking generally of, say, Times New Roman or Helvetica Neue, and a typeface (sometimes called font family) will contain numerous founts (now usually just called fonts) such as regular (upright), italic, and bold.

The hero of my story is Hoefler Text, an OpenType font supplied with Mac OS X. Using this font predominantly, I'll talk some about the features (unbeknownst to many) that a font can contain and why it's so nice to be able to use them. All my examples are screenshots from TextEdit. If I don't tell you which font I used, it's Hoefler Text. I'd recommend exploring the features of this font by opening up the Font Panel (command + T) and the opening the Typography panel from the Action menu (which looks like a cog).

While writing this article I discovered an article which covers some of the things I talk about but more extensively and with a web-publishing slant.

### Ligatures

A ligature is a glyph which is a combination of two letters, and is used to make text look better. See if you can tell the difference between the following two rows of characters:

fi fl fb ff fh fj fk  
fi fl fb ff fh fj fk

The first line does not have ligatures, the second line does. At large sizes like this, it's fairly easy to spot the difference. The most common ligatures are fi, ff, and ffi. Hoefler Text has many more, most of which are not shown above. Note that the article you are reading, because it's on the web, will not have any ligatures!

Now, I've read an article by someone who wasn't very appreciative of ligatures and I entirely disagree with his notion that they shouldn't be used. One of his arguments is that the fl ligature

looks like a weird distorted A and has the potential to confuse people. As if. I can see the resemblance in isolation, but I don't believe anyone reading typed text could possibly make that error. He's got some nice pictures though, so if you want some more ligature examples, head on over.

Mac OS X incorporates ligatures by default almost whenever it uses text. Look for the fi ligature in Lucida Grande, the default system font. It's quite unusual.

So, that's ligatures in upright, boring, font-for-writing serif Hoefler Text Regular. Things begin to get interesting when you talk about more decorative fonts such as Hoefler Text Italic, Apple Chancery or Zapfino. Ligatures in these fonts can't really be justified as necessary for improved reading - it's more that they just look interesting and can help make something special of a party invitation or project title page, for instance.

To wrap up this section on ligatures, what does it mean to you? Well, not much, after all that. You may notice that many paperback books don't have them, and look worse for it. On the other hand, you may use fonts in your own documents that don't need them and it won't affect you in any way at all. Just keep an eye out, and if you have the option, use them as much as you can. Option + shift + 5 and 6 will print the fi and fl ligatures respectively, in case you want to search-and-replace in your own documents in those programs that don't handle ligatures.

### **Sixty-sixes & Ninety-nines**

Okay. There are many glyphs in a font that most people will never use. For example, the *interrobang*, a symbol invented in the 20th century meant to represent an exclamatory question when neither an exclamation mark nor a question mark is sufficient. I like it, but I've never seen it used. Here's an example in Lucida Grande:

? + ! = ?

However, there are many symbols that should be used, but unfortunately (in general) aren't. The first and most heinous of these is quotation marks. On your keyboard is the key which lets you type singlequote ' and doublequote ". These glyphs were not originally intended to be used for quotation marks! In school we all learned to surround our quotes with "sixty-sixes" and "ninety-nines". Do we do this now? On the web, generally, unfortunately no, we don't. Compare the following in the Cochin font:

"Sola, sola! Wo ha, ho!"

“Sola, sola! Wo ha, ho!”

How ugly the straight quotation marks look! Please don't use them. To type double curly quotes directly on a keyboard in Mac OS X, use option + [ and option + shift + [. Use the ] key similarly for single quote glyphs for apostrophes et al. Doesn't that look much better now? Some fonts substitute the correct characters for you when you simply type "" in TextEdit (e.g. Hoefler Text and Apple Chancery), and Microsoft Word attempts to for every font. So sometimes you don't even

need to be aware of the fact! On the whole, however, you should be and most people aren't, which I feel to be a big shame. I would love to see the proper curly quotes as standard keys on a keyboard.

## Dashes

There are more than three types of dash. I'm only going to talk about the ones you should bear in mind to always use. Why do I want to use three types of dash, you ask? Coz the one everyone uses is really short and it looks funny when used inappropriately. There are more rules, but here are the basic three:

1. Hyphen. Use this dash when hyphenating or joining words. For example, co-operate. This is the key next to the zero on your alphanumeric keyboard.
2. En-dash. Use this dash when specifying ranges, e.g. 15–17th Dec. Option + - prints this character.
3. Em-dash. Use this dash when changing sentence phrases, when brackets and commas don't work - use option + shift + - to type this dash. Don't surround it with spaces!

*[Hyphens are the width of an 'i'. En-dashes are the width of an 'n'. Em-Dashes are, you guessed it, the width of an 'm'. – Ed]*

For a closer look at the differences between these dashes, here is a magnified example:

Hyphen	-
En dash	—
Em dash	—

I've seen Microsoft Word attempt to auto-insert the correct dash when a hyphen is typed, but never really consistently. If you use the correct dash in the correct place, which is really not a tricky thing to do, your typed documents will really look better for it.

## Ellipses

Some font features are nice to know about but aren't necessary for use because their effects are so subtle.

To trail off a sentence, most people just type fullstop three times in a row: "...". However! There is a special character that should be used, called an ellipsis, which looks like three fullstops in a row, but is actually a bit wider...but since no-one's going to notice if you ever use an ellipsis anyway (in general), I suppose it's not so important if you do or not. Type an ellipsis with option ; .

## Text Width

Studies have shown that approximately sixty characters per line of printed text is optimal in terms of human readability. Open up a default Microsoft Word document and see actually how many you get. I get about 85. That's pretty huge. The default font is Times, which was originally designed for typesetting narrow newspaper columns. Therefore, it has narrow letters that let you squeeze in as

much as you can. The margins on the page clearly are much too small for this font.

Try the following next time and see how you like it. Ignore how big your margins are on the page for now. Choose a 12pt font that isn't Times or Times New Roman and is nice and wide—Optima's nice if you're not looking for formality; if you are, try Georgia. Set the text width to around like 13cm or 14cm (that's between 5 inches and 6 inches for you non-SI Americans) and just type.

If you like it, spread the word. If you don't, well, there's no accounting for taste. With text boxes this small on A4 paper, you may be tempted in shrinking your margins to conserve paper. I'd urge you to reconsider and perhaps take other steps towards this aim. Two column landscape should fit the bill nicely; you can have your nice thin margins and your lines of text shouldn't be longer than 60 words unless you've got (but shouldn't have!) a miniscule text size.

But above all, have fun! Apple provides a plethora of high quality fonts for you to experiment with. It doesn't always have to be Arial and Times New Roman to satisfy the boss. In fact, there's a high chance that the people who tell you to make those choices wouldn't even recognize the difference. If you use the things I've taught you, your documents will look heaps better. Trust me, I'm an engineer!



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## NEWSLINE

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### **Apple Announces iLife '04 New Versions of iPhoto, iMovie & iDVD; Introducing GarageBand**

Apple® today announced iLife™ '04, the next generation of Apple's award-winning suite of digital lifestyle applications. iLife '04 features major new versions of iPhoto™, iMovie® and iDVD™ and introduces GarageBand™, a revolutionary new music application that turns a Mac® into a professional-quality musical instrument and recording studio for musicians and aspiring musicians alike. iLife '04 also features the recently-released iTunes® 4.2, the world's best digital music jukebox software which includes the iTunes Music Store, the world's number one digital music service. iLife '04 leads the industry in allowing consumers to easily organize their photos, manage their music collection, create movies, author DVDs and now create music.

“With iLife '04, Apple is taking another leap far ahead of its PC competitors in offering the most innovative software for organizing and creating digital music, photos and movies,” said Steve Jobs, Apple's CEO. “And now GarageBand does for music creation what iMovie did for video and iPhoto did for photos - makes the creative process easy and affordable for everyone. Over half of U.S. households have at least one member who currently plays a musical instrument, so we think GarageBand is going to find a very receptive audience.”

GarageBand turns the Mac into a complete recording studio, allowing both novice and seasoned musicians alike to easily play, record and create amazing music using a remarkably simple interface. With GarageBand, recorded performances, digital audio and looping tracks can easily be arranged and edited like building blocks to create a song. GarageBand comes with more than 50 software instruments, including a premium-quality grand piano, that can be played and recorded with any USB or MIDI music keyboard. Over 1,000 professionally pre-recorded audio loops can be combined to make complete songs or backing tracks. Vocals and live instruments such as guitars can be recorded digitally via microphone or analog input. All these tracks can be edited and mixed together with over 200 pro-quality effects presets, including pro-quality effects such as reverb and echo, and the built-in expertise of professional recording engineers. With GarageBand's advanced modeling technology, guitar players have access to some of the most revered vintage amplifier sounds with six guitar amps, including clean jazz, arena rock and British invasion. GarageBand can

also export completed songs to iTunes for burning to CD, encoding in MP3 or high quality AAC, transfer to iPod™ or for use in the other iLife applications.

iPhoto 4 now lets users scroll through and resize up to 25,000 photos in seconds to find exactly the photo they're looking for. New time-based photo organization gives users even easier access to their photos, and Smart Albums automatically organizes photos based on date, keyword or the user's own rating. New slideshows include cinematic transitions and controls for rotating, rating and deleting photos on the fly. With Rendezvous™ photo sharing, photos can easily be shared between computers across home networks.

iMovie 4 features editing directly in the timeline to make movie creation easier and faster. Users can select and edit multiple clips simultaneously to modify and render clips faster and more efficiently. With graphical audio waveforms and live audio scrubbing, users can find specific edit points in audio tracks, and alignment guides make it easy to precisely sync video and audio. Live video can be imported directly from an iSight™ camera to the clips panel. iMovie 4 also makes it simple to share movies over the Internet via email or web with a .Mac HomePage, and users can take movies with them when they travel with a compatible Bluetooth mobile phone or PDA.

iDVD 4 includes 20 new Hollywood-style themes, many with intro movies and sub-menus, that can be personalized with music, photos and movies for truly original DVDs. Movies from iMovie, photos from iPhoto and music from iTunes or GarageBand can be added directly to a DVD via the media browser, and enhanced photo slideshows can include cinematic transitions and iTunes playlists. The DVD Map provides an overview of entire DVD projects, and professional-quality encoding can fit over two hours of video on a single DVD.

iLife '04 also includes the latest version of iTunes, the world's best digital music jukebox software with the iTunes Music Store inside. iTunes allows users to import music from CDs, legally download music for just 99 cents per track, organize and mix the music in their digital music libraries into custom playlists, burn custom CDs or take their entire music collection with them on their iPod. The pioneering iTunes Music Store, iTunes digital music jukebox software and market-leading iPod portable digital music player provide a complete solution for music fans to buy, manage and listen to their digital music collections anywhere.

### **Pricing & Availability**

iLife '04 will be available on January 16 for a suggested retail price of \$49 (US) through the Apple Store® ([www.apple.com](http://www.apple.com)), Apple's retail stores and Apple Authorized Resellers. The iLife '04 applications will also be included with all new Macs. An iLife Up-To-Date upgrade package is available to all customers who purchase a new Mac on or after January 6 that does not include iLife '04. The iLife Up-To-Date package is available for a shipping and handling fee of \$19.95 (US). iTunes version 4.2 is currently available as a free download at [www.apple.com](http://www.apple.com).

iLife requires Mac OS® X v10.2.6 or later, QuickTime® 6.4 or later, a Macintosh® computer with PowerPC G3, G4, or G5 processor, 256MB or more physical RAM and a 1024x768 or larger display. A 600 MHz G3 processor or faster is required for GarageBand and a G4 or G5 processor is required for GarageBand software instruments. An Apple SuperDrive™ or 733 MHz G4 processor is required for iDVD and a SuperDrive is required to burn DVDs.



## **Apple Introduces iPod mini Smallest 1,000 Song Music Player Ever Comes in Five Colors**

Apple® today introduced iPod™ mini, the smallest portable music player ever to hold up to 1,000 CD-quality songs. iPod mini is encased in an ultra-portable, lightweight anodized aluminum body

available in five stylish colors - silver, gold, pink, blue or green - and features a patent pending, touch-sensitive Click Wheel for easy, one-handed navigation. iPod mini features the same award-winning user interface as its "big brother" iPods and works effortlessly with Apple's iTunes® Music Store, the world's number one digital music service, and the iTunes digital music jukebox software for seamlessly buying, managing and listening to digital music collections.

"iPod has revolutionized the way people listen to music," said Steve Jobs, Apple's CEO. "iPod mini joins the iPod family of best-selling digital music players, offering customers the same 1,000 songs in your pocket as the original iPod in an innovative design that's half the size. We think its going to be pretty popular, especially with younger music lovers."

iPod mini is the perfect combination of ultra-portable design, storage capacity, ease-of-use and audio performance. iPod mini is smaller than most cell phones and weighs only 3.6 ounces. Building on the success of the original touch wheel, iPod mini features an innovative, new Click Wheel that combines the ease and simplicity of a touch wheel with the precision of mechanical buttons for precise, one-handed navigation. iPod mini users can transfer a song per second from their Mac® or Windows computer and conveniently charge iPod mini with either the included FireWire or USB 2.0 cable.

iPod mini is the ultimate fashion statement with a choice of five stylish colors - silver, gold, pink, blue or green - the hallmark white headphones and a new belt clip. With a backlit, recessed screen and lightweight, yet durable anodized aluminum, iPod mini is the ultimate portable digital music player. Users can purchase an optional arm band, in-ear headphones or a dock to enhance their iPod mini experience.

iPod mini features Apple's patent pending Auto-Sync technology that automatically downloads an entire digital music library onto iPod mini and keeps it up-to-date whenever iPod mini is plugged into a Mac or Windows computer using FireWire or USB 2.0.

Users can personalize their new iPod mini with a custom laser engraving on the back. iPod mini can be custom engraved with a name or personal message to commemorate special events such as a graduation, birthday or a winning team's season, as well as for identification in case they lose their iPod.

### **Pricing & Availability**

iPod mini for Mac and Windows will be available in the US in February for a suggested retail price of \$249 (US), and will be available worldwide in April, in a choice of a silver, gold, pink, blue or green 4GB model with a belt clip. iPod mini will be available through the Apple Store® (www.apple.com), Apple's retail stores and Apple Authorized Resellers. All iPod minis will include earbud headphones, an Apple iPod mini power adapter, a 1.2m 30-pin to FireWire cable, a 1.2m 30-pin to USB 2.0 cable, and a CD with iTunes 4.2 for Mac and Windows computers.

Optional accessories with the following suggested retail prices include the iPod Dock for \$39 (US), in-ear headphones for \$39 (US) and arm band for \$29 (US). Laser engraving is available for iPod mini for \$19 (US) and can include two lines of text with up to 23 characters per line.

iPod mini can be charged with either the FireWire or USB 2.0 cable and gets up to eight hours of battery life. iPod mini requires a Mac with a FireWire port and Mac OS® X version 10.1.5 or later (Mac OS X v10.2 or later recommended); or a Windows PC with a FireWire or USB 2.0 port, or a Windows-certified FireWire or USB 2.0 card and Windows 2000, XP Home or Professional.



# Apple, HP Strike Deal On Digital Music Sales

## Partnership Is First Licensing for iPod

By Mike Musgrove

Computer maker Hewlett-Packard Co. announced yesterday that it will begin selling an HP-branded iPod and will start installing Apple Computer Inc.'s iTunes software on its consumer desktops and laptops.

The announcement, made at the Consumer Electronics Show in Las Vegas, marks the first time Apple has licensed its iPod, the portable digital music player that has become a pop culture phenomenon and is nearly synonymous with a movement by consumers to enjoy music digitally. It's also a surprise move for a company better known for guarding its technology than selling it to other manufacturers.

Starting this summer, HP will sell its incarnation of the iPod under another name -- which the company did not announce yesterday. Aside from offering the gadget in HP's own shade of blue and putting on an HP logo, the company said that it will not change or tweak the best-selling device.

"Why would we?" said Jim McDonnell, vice president of marketing and sales for HP's personal systems group, the division that sells consumer computers and gadgets. "It works, it's been fabulously successful in the marketplace and it's a great design."

McDonnell said HP had spent some time trying to develop its own digital music player but eventually decided to partner with Apple. Terms of the licensing deal were not disclosed.

The announcement is the latest in a broad shift by computer companies to get into the consumer electronics business by offering devices geared more for living rooms and personal entertainment than for office cubicles. Digital music is a particularly hot area: Dell Inc., for example, now offers an iPod-like digital music player of its own, and Microsoft Corp. has announced it will be starting an online music store this year.

Analysts expressed astonishment and approval yesterday over the Hewlett-Packard partnership with Apple.

"It's an odd couple, but it makes a lot of sense for both companies," said Tim Bjarin, president of Creative Strategies Inc., a research firm based in Silicon Valley.

"What it shows from Apple is how willing they are to take the iPod business model and divorce it from their traditional business model," said Stephen Baker, an analyst at research firm NPD Group. "That's a pretty radical move for them."

Radical because, unlike Microsoft, Apple is not known for licensing its products. While Microsoft sells its technology to any computer company willing to pay for it, Apple offers its operating system only on its own line of computers. Apple let other manufacturers build Mac-using computers between 1994 and 1997 but stopped licensing its operating system to other manufacturers when Mac "clones," as the machines were called, started to cut in on Apple's own computer sales.

Though its products are praised by critics, Apple's frequently higher computer prices and smaller software library have meant that the company has never commanded more than a sliver of the computer market in recent years.

For the emerging marketplace of digital music players and online music sales, however, tiny Apple has become the giant. More than 2 million iPods have been sold since their introduction, and the latest count has 30 million songs purchased through Apple's online music store, which was launched last year.

HP, meanwhile, is a correspondingly massive player in the computer business -- the company has a close No. 2 slot behind rival Dell in terms of sales.

"Apple's goal is to get iPods and iTunes into the hands of every music lover around the world, and partnering with HP, an innovative consumer company, is going to help us do just that," chief executive Steve Jobs said in a statement.

At the Macworld convention earlier this week in San Francisco, Jobs announced a new line of "mini" iPods, a more compact version featuring smaller storage capacity for a slightly lower price.

HP's McDonnell said the company is waiting to see how the mini-iPods fare in the marketplace before offering that part of Apple's lineup under the HP logo.



Apple reported [financial results](#) for its most recent fiscal quarter: a profit of \$63 million (\$.17 per diluted share) on quarterly revenue of \$2 billion. The company said it shipped 733,000 iPods and 829,000 Macs. Some notes from a [conference call](#) with Apple CFO Fred Anderson:

- Portables accounted for a record high percentage of sales, 48%. Apple sold 195,000 PowerBooks, 201,000 iBooks, 206,00 Power Macs and 227,000 iMacs in the quarter. Dual-processor (high-end) models accounted for a larger part of the Power Mac mix than expected (see below).
- There were 73 Apple retail stores open by the end of the quarter, producing \$9 million in "segment profit" plus \$52 million in "manufacturing profit." The new Tokyo store was a big success, generating \$1 million/week on average. A San Francisco store is due to open in the Spring, with an Osaka store due in the Fall.
- Anderson noted higher-than-expected warranty expenses for the quarter, caused by screen problems with the 15" PowerBook and iBook hardware problems. This contributed to a reduction in Apple's gross margin to 26.7%, a little lower than the company expected, but Anderson said that the 15" PowerBook problem has been fixed: "For any new systems being shipped, the problem's been resolved."
- With plenty of cash on hand, Apple is planning to become a "debt-free company" next month, by retiring \$300 million in "senior debt." Apple sold its remaining shares in Akamai for a \$4 million pre-tax gain (\$3 million after taxes). Revenue from non-computer sales accounted for 37% of Apple's total (13% of which was iPod sales). Direct sales also rose, to 43% of the total, with Internet sales "up appreciably."
- "Higher-education" sales were up strongly year-over-year. [Remember Virginia Tech's purchase of 1,100 dual-CPU Power Mac G5s...]. K-12 sales were down a bit, attributed to continuing budget problems faced by school districts.
- Panther revenue "was just phenomenal," according to Anderson, who said it was the best first quarter ever for Mac operating system revenue, a 54% increase year over year.



Thanks for taking the time to read this month's newsletter. Hope you enjoyed it. If you have any comments or suggestions for stories (or would even like to write a story - hint, hint, hint), please send them to me at [machelpdesk@comcast.net](mailto:machelpdesk@comcast.net) Feel free to share this newsletter with a friend. The newsletter archives are located at <http://www.machelpdesk.com/page6a.html>. Y'all come back now, y'hear.